

## Message Text

UNCLASSIFIED

PAGE 01 BUDAPE 04032 181504Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----036917 190402Z /70

R 181250Z NOV 77

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 9934

USDOC WASHDC

INFORUFHEB/AMEMBASSY BERLIN 066

AMEMBASSY BUCHAREST

AMEMBASSY BELGRADE

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUDAPEST 4032

USDOC FOR LEVINE

VIENNA FOR EWTSO

E.O. 11652: N/A

TAGS: EEW, XG

SUBJECT: PROPOSED FY '79 TRADE PROMOTION EVENTS SCHEDULE - HUNGARY

REF: STATE 255264

1. EMBASSY IS VERY DISAPPOINTED THAT FY '79 TRADE  
PROMOTION EVENTS SCHEDULE DOES NOT PROPOSE U.S.  
PARTICIPATION IN ANY OF THE BUDAPEST INTERNATIONAL FAIRS.  
IN RECENT YEARS USG SUPPORTED AMERICAN COMPANIES'  
PROMOTIONAL EFFORTS IN AT LEAST ONE SUCH EVENT IN  
BUDAPEST, EITHER IN THE SPRING FAIR, AGROMASEXPO OR  
MIPEL. TO PARTICIPATE IN NONE OF THESE EVENTS  
PRECISELY AT A TIME WHEN OVERALL U.S.-HUNGARIAN  
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RELATIONS ARE IMPROVING STEADILY AND WHEN OUR COMMERCIAL  
RELATIONS ARE BECOMING EVEN MORE CLOSE WOULD BE A GRAVE  
DISSERVICE TO AMERICAN BUSINESS. FURTHERMORE, OUR  
CONSPICUOUS ABSENCE WOULD CERTAINLY BE PERCEIVED BY  
GOH AS U.S. INDIFFERENCE TOWARD COMMERCIAL EVENTS OF  
CONSIDERABLE IMPORTANCE IN HUNGARY. NON PARTICIPATION  
WOULD BE TOTALLY INCONSISTENT WITH BOTH OFFICIAL AND

PRIVATE HUNGARIAN AND U.S. EFFORTS TO DATE TO ENHANCE COMMERCIAL TIES BETWEEN OUR COUNTRIES.

2. EMBASSY URGES DEPARTMENT AND USDOC TO SUPPORT (AT A MINIMUM) U.S. PARTICIPATION IN 1979 SPRING FAIR. THIS EVENT IS MAIN CAPITAL GOODS FAIR OF YEAR. DISPLAY ITEMS ARE SUFFICIENTLY DIVERSE TO PERMIT SELECTION OF ANY ONE OF SEVERAL PRODUCT THEMES. EMBASSY ALSO ENCOURAGES U.S. PARTICIPATION IN 1979 AGROMASEXPO IF SPRING FAIR PARTICIPATION IS NOT POSSIBLE. CONSIDERATION SHOULD ALSO BE GIVEN TO U.S. EXHIBIT (NOT A BDO) IN MIPEL ELECTRONICS FAIR WHICH WILL TAKE PLACE IN FALL OF 1979.

3. RESPONSES TO INQUIRIES ON FY '79 TSS SCHEDULE FOR HUNGARY WILL BE CABLED WITHIN TIME FRAMEWORK SET IN REFTEL.

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ITINERARY, TRADE PROMOTION  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009